LEO BURNETT U.S.A.
ADVERTISING
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September 17, 1985

Mrs. Cheryl Lee
Philip Morris U.S.A.
120 Park Avenue
New York, New York 10017

Re: Philip Morris U.S.A. - Concord Test - ROP

Dear Cheryl:

This is to confirm the recent change to the Concord Test from Page B/W to Page 2/C for all of the insertions listed below:

Concord Non-Menthol: 5DØ - Little Rock
6JØ - Spokane

Week	Papers	Option Days
9/16	ABC	Thurs. - Fri. AM
9/23	ABC	Tues. - Wed.

Concord Menthol: 3QØ - Birmingham
4AØ - Ft. Wayne

Week	Papers	Option Days
9/16	ABC	Thurs. - Fri. AM
9/23	ABC	Thues. - Wed.

Presently, all remaining Concord insertions are scheduled as B/W, but could also change to 2/C pending Philip Morris' approval.

Best Regards,

LEO BURNETT U.S.A.

Kathleen I. McArthur
Media Buyer/Planner

/lal
cc: Mr. Claude Beck - PMCo.
Ms. Mona Margolis - PMCo.

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Source: https://www.industrydocuments.ucsf.edu/docs/rgjl0000